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The invention determines when an Internet browsing customer should be provided assistance by monitoring factors such as the customer profile saved at the server or in cookies, the time a customer spends on particular web pages, errors in forms submitted by the customer, web pages repeatedly viewed by a customer, and statistically established abandon points. When the invention determines a customer should be provided assistance, the invention reviews the availability and probability of availability of the customer service representatives (CSRs). If a CSR is available or predicted to be available, the customer is presented with a HELP option. If the customer does not respond to the HELP option within a predetermined time, the HELP option is removed. By dynamically determining the appropriate time to provide a HELP option and only providing the HELP option when a CSR is available, the invention proactively provides meaningful service at the critical time.